

2018 NATIONAL FESTIVALS & PARTICIPATIVE EVENTS PROGRAMME FAQ'S

(Should be read in conjunction with Programme Guidelines)

When do I apply?	The online application process is open from 12.00 noon on 6 September 2017 and closes at 12.00 noon 6 October 2017.
How do I apply?	The 2018 National Festivals and Participative Events Programme is an online application process and can only be accessed through Fáilte Ireland's Trade Portal. No other format will be accepted. <div style="text-align: center;"> CLICK HERE </div>
I'm having problems logging on to the Portal	If you are having any difficulty with our online application process please email: CustomerSupport@failteireland.ie or call 1890 242473
How long will it take me to complete the application?	You should allow approximately 2 hours to complete your application. However it is possible to stop and resume the process and complete over a longer timeframe.
What is a Participative Event?	A participative event is one that people can sign up for and take part in. For example triathlons and marathons are participative events. A sporting event where you are just asking people to come along as spectators does not count as participative.
Where can I find more information on Visitor Segmentation?	There is a brief summary in the Programme Guidelines; you should also refer to our website for more detailed information. <div style="text-align: center;"> CLICK HERE </div>
How do I know which Brand Proposition Area my festival or event takes place in?	For more information on Dublin, Wild Atlantic Way and Ireland's Ancient East, click on the links below <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div> <p>Brand Proposition Area contacts:</p> <p>Dublin: Colin Hindle, colin.hindle@failteireland.ie</p> <p>WAW: Marian Leydon, marian.leydon@failteireland.ie</p> <p>IAE: Justine Carey, justine.carey@failteireland.ie</p>
Ireland's Midlands	Fáilte Ireland is developing a fourth ('Ireland's Midlands') Experience Brand, details will be announced in early 2018. As this process is not complete at this stage, applications aligned with a Midlands theme will not be required to comment on their alignment with a brand proposition area.
How do I calculate my bednights?	We will do it for you. We calculate your bednights based on the information you provide in your application on your festival/event audience breakdown. The Programme Guidelines sets out the minimum requirements regarding bednights.
Will I get a grant if I don't meet the required bednight threshold and/or the required threshold for private sector funding?	No. You must meet or exceed both the bednight and the private sector funding threshold in order to be considered for funding, it should be noted that achieving the thresholds does not guarantee funding. Funding is limited, all eligible applications will be evaluated on a competitive basis against the criteria set out in the Programme Guidelines.

Sales terminology	<p>Sales Campaigns: Priced offers in printed publications, radio, tv, digital channels in the target market segments of the area programme. Not a standard advertisement. This is a measureable, priced, time bound offer with call to action for booking/purchasing tickets. May include features such as promotional codes or discounts. Details of this should be provided in your Sales and Marketing Action Plan.</p> <p>Sales Promotion Opportunity: Activities carried out with a partner such as another festival/event, overseas contacts and databases, an international tour operator/agent, an accommodation partner, air or sea carrier, a sponsor, radio station etc. Should offer priced festival packages/ticket campaigns through channels such as print/digital adverts or competitions. Must include a call to action or a priced offer ideally that is time bound and limited. It must be measurable and targeted directly to relevant consumer segments in international markets. The offer should tie in with the Programme Team, you are funded by. Details of this should be provided in your Sales and Marketing Action Plan.</p> <p>International Launch: This launch should be international in focus and include opportunities to make sales with either targeted buyers and/or targeted consumers. Details of this should be provided in both your International Sales Plan and International Marketing & Digital Plan.</p> <p>Sales Missions: Targeted sales calls to appropriate buyers. May be in conjunction with other festivals/events/tourism bodies. Details of this should be provided in your Sales and Marketing Plan.</p>
Do I have to attach supporting documents?	<p>Yes. At the end of the application process you will be asked to upload: Business Plan, International Sales Plan and International Marketing & Digital Plan, Research, Audited Accounts.</p>
I will be on holidays in September can I apply when I'm home at the end of October?	<p>No. Unfortunately we cannot accept any late applications. The on line application process is open from 6 September until 6 October 2017.</p>
What happens after I submit my application?	<p>You will receive a confirmation email from us indicating we have received your application. The evaluation process will take up to 8/12 weeks depending on the volume of applications received.</p> <p>Successful applicants will receive a grant letter of offer, setting out the grant amount, KPIs, terms and conditions.</p> <p>Unsuccessful applicants will also be notified.</p>
If I am awarded funding when do I get my grant?	<p>Up to 50% of the grant may be paid once the signed acceptance of the offer has been submitted. Fáilte Ireland reserves the right to hold this pre-event payment in certain circumstances.</p> <p>Any balance of remaining grant amounts will only be paid:</p> <ul style="list-style-type: none"> (i) when the festival/participative event has taken place (ii) upon satisfaction that Key Performance Indicators outlined in the Letter of Offer are delivered (iii) when audited accounts are verified by Fáilte Ireland <p>Full T&Cs set out in the grant letter of offer.</p>
Is there an appeals process?	<p>Unsuccessful applicants may appeal Fáilte Ireland's decision (in writing) within 14 days of receiving notification. All appeals will be carefully considered. Successful applicants are not permitted to appeal the amount awarded.</p>